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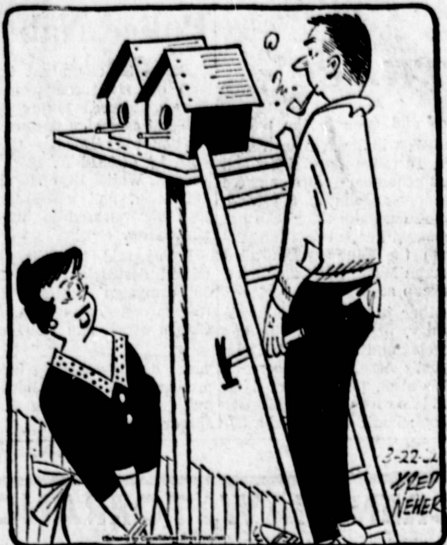
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"Did you check with the zoning folks to see if a duplex was allowed in this neighborhood?"

Sight & Sound

By Ernest Kreiling

HOLLYWOOD — Television, which has so completely insinuated itself into our lives, is now passively accepted by most of us as a lovable and favorite uncle in the family of mass communication media.

He's been with us so long and is so little trouble, we seldom give him a serious thought. In actual fact, however, TV is an awkward, gangling, restless adolescent just beginning to grope toward maturity.

Beneath the surface and partially out of view of most of the public lies a great ferment of complex and profound issues, the legal and evolutionary resolutions of which will inevitably result in a materially changed countenance for the teen-aged Cyclop.

TELEVISION is obligated to serve the public's "interest, convenience and necessity," and currently our interests are being mediated through a complex of legal, administrative, technical, and business interests. Here are some of the forces at work to change the face of TV.

Among several issues before Congress are two of special interest. One is a variety of bills that would create a structure and a pattern for the development and operation of a satellite communications system, which in a few short years will make daily worldwide live television a reality.

ANOTHER is legislation that would compel all TV set manufacturers to produce only receivers capable of picking up all 83 TV channels. Today there are 608 TV stations on the air. Tomorrow there may be several thousand. The question is whether or not this intensified competition will raise or lower program standards.

An unending series of experiments with Pay TV, if they prove successful, may well render today's programming as obsolete as the Stanley Steamer.

A marked increase in editorializing by radio and TV stations might imbue broadcasters with a new political influence surpassing that of newspapers. This combined with possible relaxation of the Communications Act's equal opportunity provisions for political candidates could conceivably alter the political currents of the nation.

SOME PRESSURES are building up, accompanied by heated debate, for the development of a "magazine format" for TV advertising. Such a plan would remove from advertisers any control over the programs with which they could be identified. The effects on programming is anybody's guess.

Another factor which can have long range implications for TV as we know it today is the spiraling costs of production of major TV programs which even today is beginning to limit the number of potential program sponsors to a relatively few industrial giants.

No one can say precisely how a resolution of these issues will alter the character of American television. But there is little doubt that today's TV

will in retrospect be as quaint as radio's Cluett Club Eskimos and the A & P Gypsies are today.

RANDOM RUMINATIONS

Widely heralded TV specials all too often have a way of falling below the expectations created by network publicity. But both the recent Judy Garland Show and the Milton Berle Special did indeed provide two highlights, nostalgic though they were, of an aging season that was beginning to lose its zip . . . KTTV, Channel 11, deserves a golden crown for airing the BBC-produced Age of Kings this year. Each of these superbly performed Shakespeare plays reached an audience of up to 200,000 people.

Although small audiences by network standards, KTTV is pleased with the response, and is amenable to the possibility of re-scheduling the series again next fall. Post cards to KTTV, Hollywood 28, will lend some weight to the idea . . . KNXT, Channel 2, is to my knowledge the first Los Angeles TV station to present editorials on public issues.

A recent editorial intelligently and ably delivered by station manager Bob Wood reached approximately half a million viewers, which is no mean audience when you consider the probable readership of editorials in the metropolitan press.

Repainting of Lomita School Set to Start

Award of a \$21,215 contract for waterproofing, repainting, and refinishing the exterior and interior of buildings at Fleming Junior High School, 25425 Walnut St., Lomita, was announced this week by Superintendent of Schools Jack P. Crowther.

The repainting project is part of a continuing maintenance program conducted throughout the district by the school system, Crowther stated. Exterior of school buildings are painted on the average of once every five years and interiors are painted on the average of once every 12 years.

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